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# HEALTHY WEIGHT COMMUNITY OUTREACH INITIATIVE

## Strategy Development Workshop Report

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### Appendix D: Graphic Representations of Presentations

#### The Current Obesity-Prevention Landscape

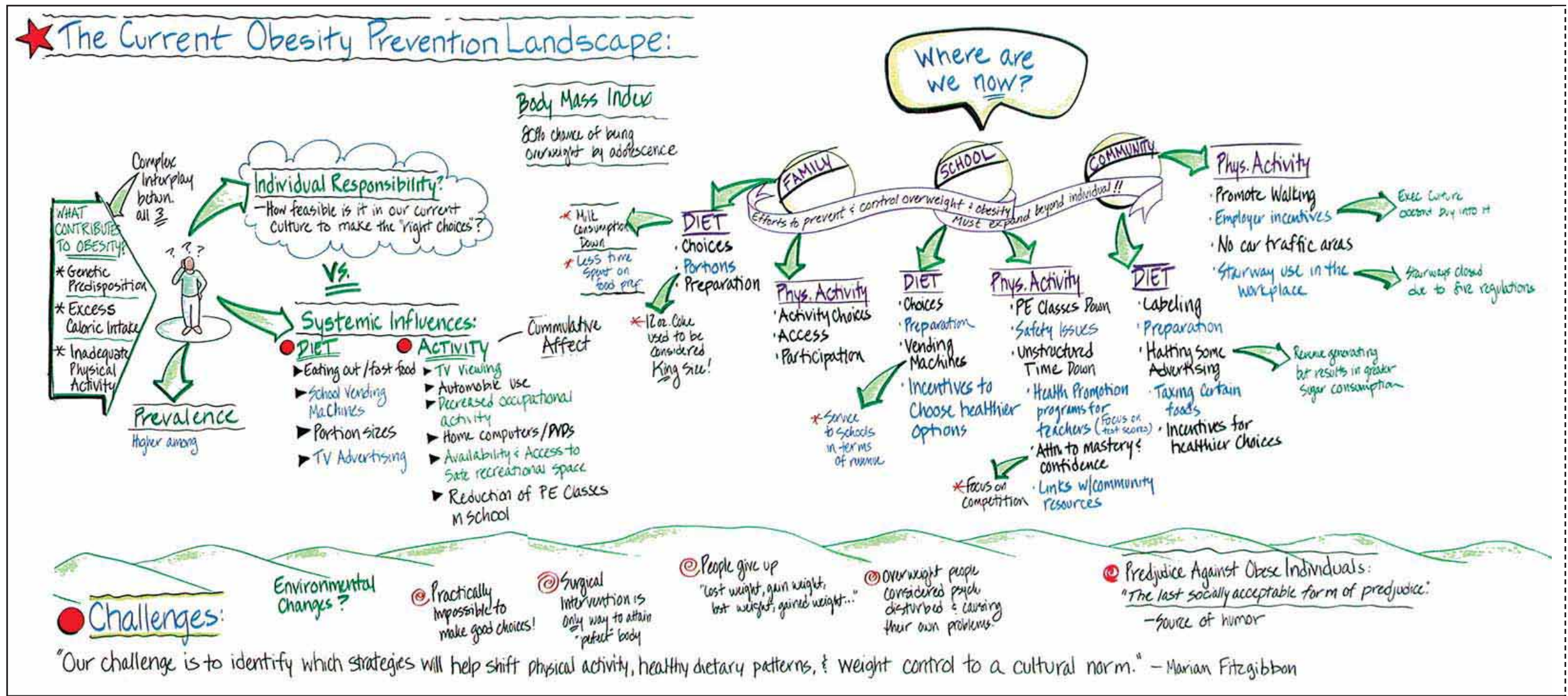
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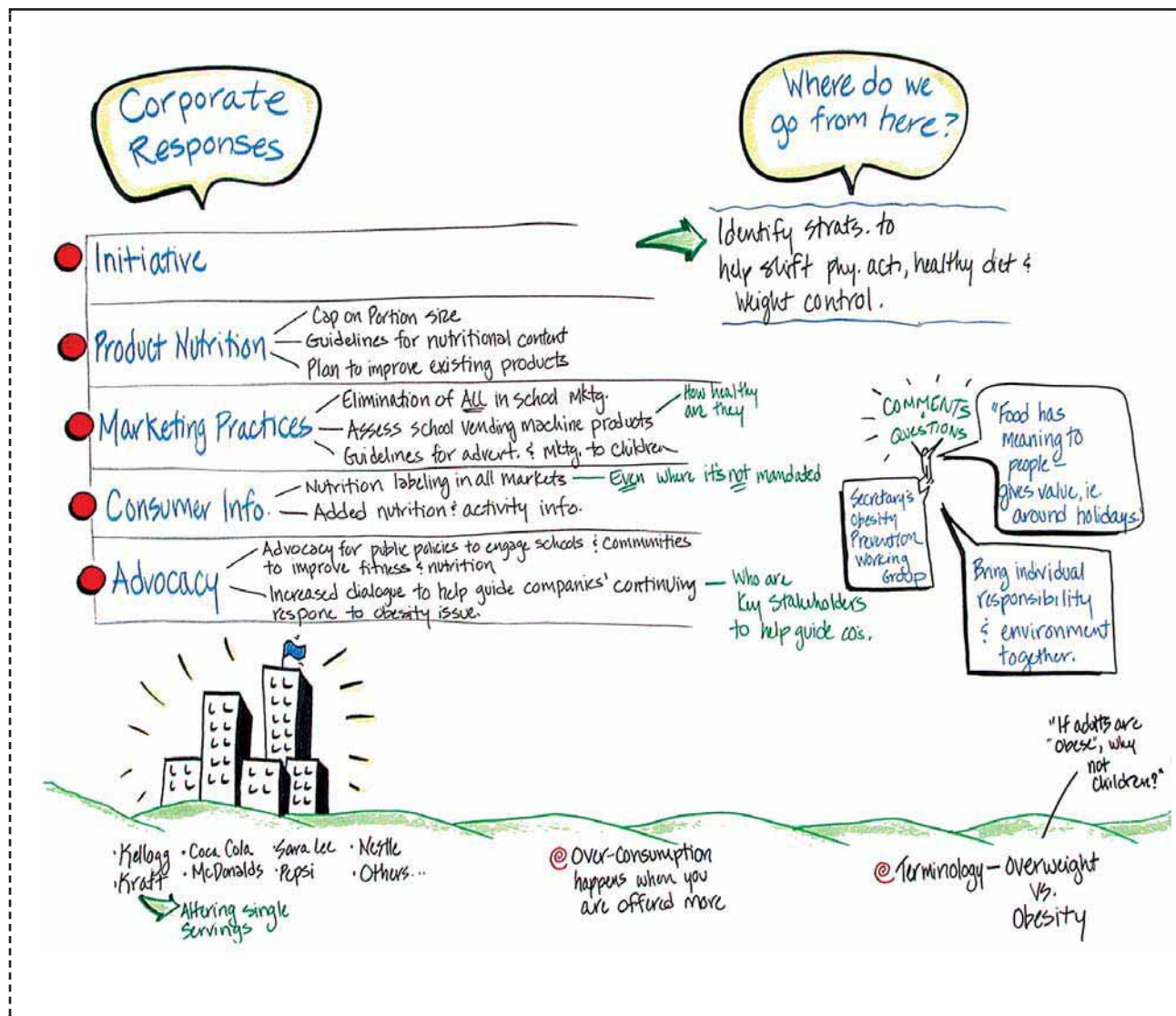


# Obesity: What Are the Challenges, Obstacles, and Strategic Considerations?



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Dr. Marian Fitzgibbon opened "The Current Obesity-Prevention Landscape" plenary session with "Obesity: What are the Challenges, Obstacles, and Strategic Considerations?" The presentation described how obesity and overweight are caused by a complex interplay among genetic predisposition, excess caloric intake, and inadequate physical activity.

# The Basic (Care and) Feeding of Homo Sapiens: Are We Truly Clueless About Weight Control?

## ★ The Basic Care & Feeding of Homo Sapiens... Are We TRULY Clueless???

### Ⓢ Preaching to the Choir!

#### Be Passionate!

- Problem of Obesity  
% of Dietary Troubles  
Ever Turbulent!

**OUT OF CONTROL!**

Leading  
Mortality Toll  
300,000 premature  
deaths/year!

- We all succumb to  
risk distortion  
but familiarity  
contributes to complacency

### Ⓢ Beguets Diabetes

- Trends follow Obesity Epid
- Insulin resistance  
Pancreas peeps out

"Assume  
heart disease  
link is so  
strong"

★ Dr. David Katz  
Director of Medical Studies in Public Health  
Yale University School of Medicine

### Ⓢ Prevalence

- 65%-80% of  
Adult pop. overweight
- not long before every  
adult in our pop. is  
overweight.

**BAD NEWS** Re. Children

- Epid. insulin resist.  
in children
- No longer adult vs. juvenile  
on-set diabetes
- Diabetes has become  
pediatric scourge
- We're about to see  
heart disease in children/adolescents
- Children are more at risk from  
the way they eat than from tobacco  
drugs & alcohol **COMBINED!**
- Raising children who will have shorter life expectancy  
than their parents.

### Ⓢ CHALLENGES:

"Modern environment;  
stone age metabolism?"

### Ⓢ Adaptation

- Good at surviving  
in a world where  
food is not abundant  
& phys. activity is  
unavoidable.

- There is a role  
for individual  
action

- Genes have not  
kept pace w/  
environ. change
- food & currency  
have always been  
the same thing

- 2 people can do the  
same & eat the same  
& still gain weight  
differently

Setting food  
used to be  
hard

It's normal to get  
fat in a world  
that makes it  
possible!



Parents  
still encourage  
kids to clean  
their plate

Calories in  
VS.  
Calories out

US produces  
3800 calories  
per man, woman  
& child every day  
- Incentives to  
consume them!

### Ⓢ Less Active

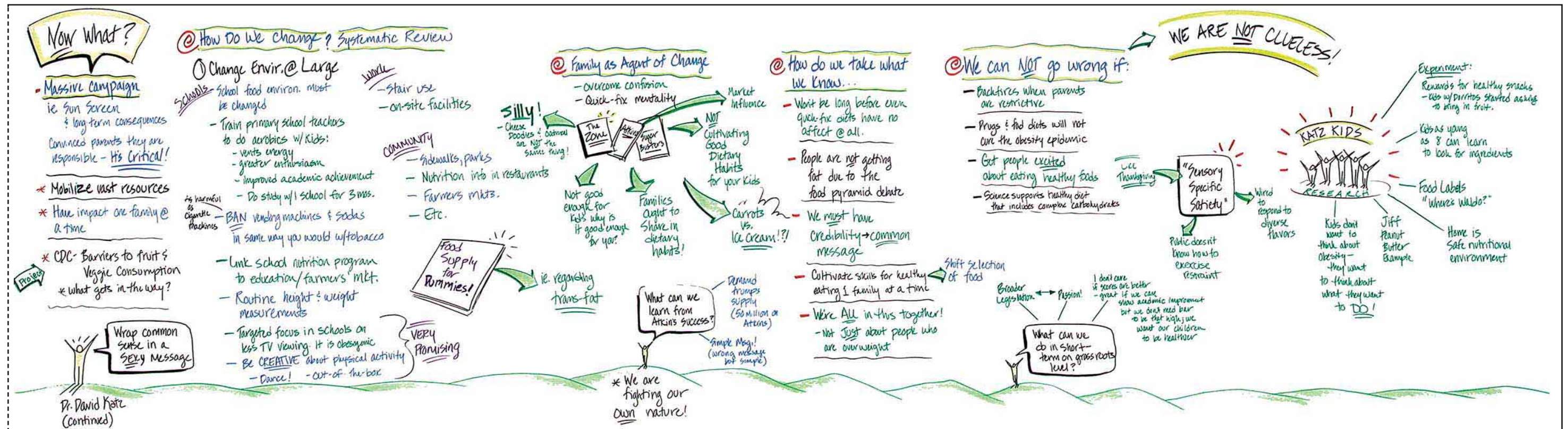
- Why? because we can be!

Why are  
we  
Obese?

- Computers
- Cars
- Inactivity
- Portions
- Because we can!

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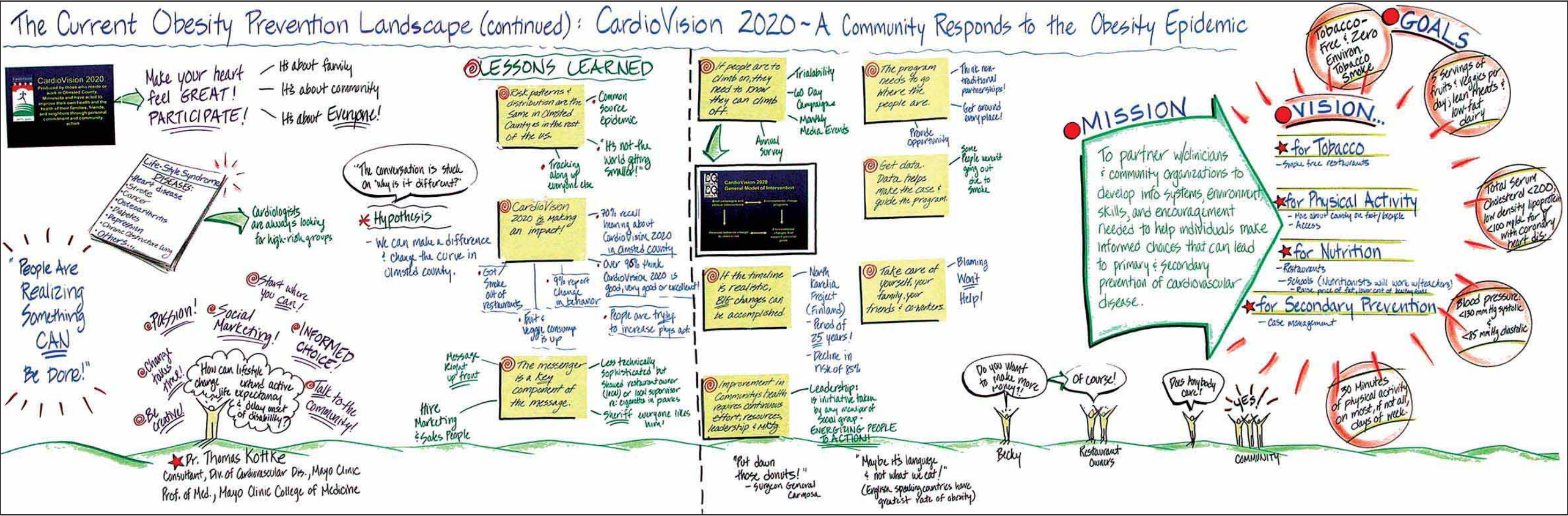




In "The Basic (Care and) Feeding of Homo Sapiens: Are We Truly Clueless About Weight Control?" Dr. David Katz presented obesity- and diabetes-prevalence data collected over a 20-year span as he described how overweight and obesity have become the gravest public health threat in the United States because of the chronic diseases associated with these conditions.



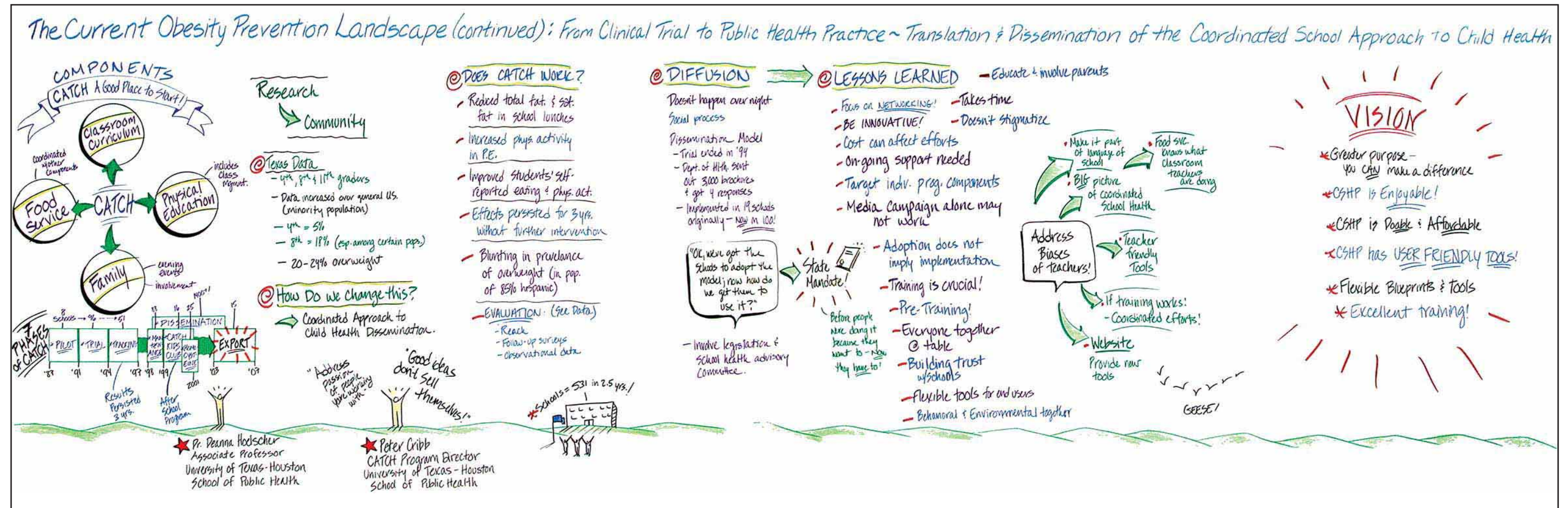
# CardioVision 2020: A Community Responds to the Obesity Epidemic



Dr. Thomas Kottke provided an overview of a comprehensive, community-based CVD-prevention program operating in Olmsted County, MN in his presentation, "CardioVision 2020: A Community Responds to the Obesity Epidemic." The program aims to make the county the healthiest in the United States by the year 2020 by helping individuals reduce their risk of CVD through informed choices that lead to sustained changes in personal behavior.



# From Clinical Trial to Public Health Practice: Translation and Dissemination of the Coordinated Approach to Child Health (CATCH)



In the presentation, "From Clinical Trial to Public Health Practice: Translation and Dissemination of the Coordinated Approach to Child Health (CATCH)," Dr. Deanna Hoelscher and Mr. Peter Cribb described a randomized intervention trial funded by NHLBI that, as one of the largest controlled school health education interventions ever funded, set a new standard for school health intervention research.



# Talk-Show Session: Feedback From the Field

## Talk Show: Feedback from the Field

Each of these files has made things happen!

**Bill Smith**  
Moderator

**Ezra Alexander**  
Indiana Hearts & Parks

When did it become acceptable to be overweight in African American people?  
- When we realized we couldn't change it!

**OK-they know something...**  
How do you match program w/ what people know?

- Change is slow
- Go for seniors & kids
- "Mom & Dad control the purse strings; same with seniors"
- Affecting parents by going after seniors & kids
- Pressure goes up AND down

**Molly Michelman**  
Las Vegas HHS

**Pictician - Nutrition Sciences**  
- "Field Experience & Nutrition" (was Hearts & Parks)

- Students (12)
- Physical activity - pre & post testing
- 23 schools (172) pre & post tested
- PR students
- Accounting students
- Students now dev. testing themselves (5 schools)

**Need for a lot of Time?**  
- Were only working in 6 min. shortest time

**Anita Pesses**  
Prince Georges HHS

**Most recog. parks prog. well funded. You are doing interesting things w/ those funds. How did it happen?**

Prince Georges - lg. minority, low-income  
Walking on indoor track for FREE  
Transplanted program from shopping mall (300 → 3000)  
- Seniors, retired folks

Work w/ partners: hlt. dept., dist. with info re. cardiac

**Why are you doing this?**  
We believe in it  
Goal of parks & rec should be to improve hlt. of community  
Make it fun!  
Staff involvement - hired a lot of part-time staff (hard to be college age)  
- they take the msg. out & make it more palatable

**Lisa Bailey Davis**  
PA State Health Dept

**Big State**

**PANH: Is it worth the time?**

- Not Dept. of Health plan
- Coalitions
- Pennsylvania
- 80 league orgs
- incl. Transportation, etc

Programs: Active Community Youth & Family Nutrition

- 400 community partners in one year
- Keystone Healthy Zone
- 365 community champions
- Cost total of \$420,000
- private donations
- public partners

Funding

**Questions on Tobacco Surveillance - How?**

- 10-15 yr. objectives
- Only survey in PA is Tobacco Survey
- Knocked on door - can I add some questions to your survey?
- Questions now for 2009
- Some from TX & FL surveys
- K-9 2004-05 Height & weight data

**Monica**

**How do you get the small towns? Tech. support & assist?**

Pilot project community

- 17,000 people
- High Hispanic, low African-American
- Agrarian
- Mountainous

**3 Initiatives:**

- Trails
- Breast feeding
- Community Garden/Nutrition

**What Helped?**

- Got California Community Guide
- Developed youth Wellness Teams as a result
- 20 teens has taken message up the "Inspirational Ladder"
- Polo shirts Logo Dorm Challenge
- Kids have since reported to City Council, Advisory Council, using composting, community gardens behind dorms...

CDC is watching!!

**Kristy Hansen**  
Texas Dept. of HHS

**What are the special challenges in working with rural communities?**

- Regional nutritionists in Texas (often only 1 per region)
- Mini grants to communities in mostly rural TX to dev. community walking trails (create or improve)

**INSPIRATIONAL!**

- Principal of elementary school wanted to build trail for students & for community
- In-kind support from Lions Club, Boy Scouts, Kiwanis...
- Coalition!
- Hurricane destruction didn't stop them!

Think outside the BOX!  
Non-traditional partners  
Evaluate! Results can get you more funding in the future!

**Kathy Burkhardt**  
Hearts & Parks

**How do you introduce this without real money? Can you put it into existing programs?**

**Build things into EXISTING programs!**

**Things you CAN Do!**

- Cooking class, added nutrition & activity components
- Summer Camps:
  - Teach physical activity as part of curriculum
  - Dumped existing snacks & switched w/ new ones
  - Kids outdoors for minimum of 2 hrs./day
- New Age!
  - Activities for disabled
  - 20 adults using now what they learned last summer

**What is the ONE idea you would like to try that you've heard about this A.M.?**

① Pool Resources!!

② Look @ Teens!

③ Make sure we work on advert. campaign w/ teens

④ Award mini-grants to schools

⑤ Looking at teens will help us dev. programs

⑥ Use closed armories; intervention w/ families while soldiers are away - Exercise & learn!

⑦ Have youth dev. their own campaigns

⑧ This EPIDEMIC is SERIOUS; NOT COSMETIC! Get the numbers out!

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## Feedback from the Field Continued

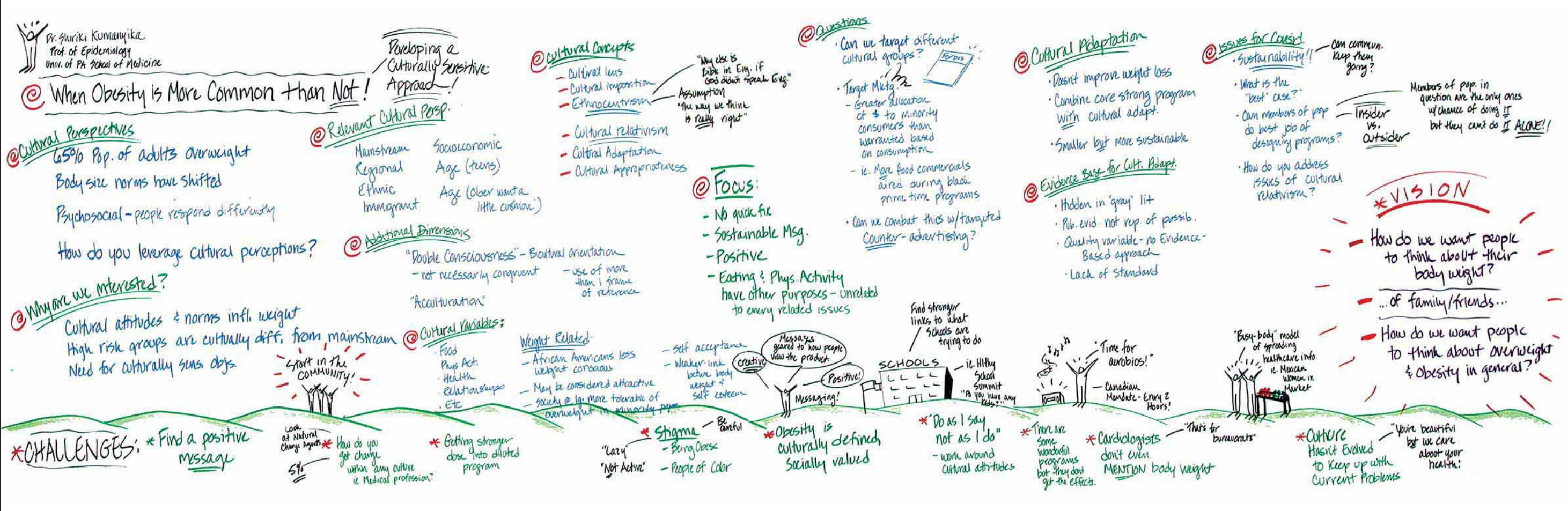
How Do We Scale Up  
& Make This BIG!

- ▶ Partners! <sup>Dept. of Transport.</sup>
  - City next door
  - Other city agencies
  - We're so used to trying to get honors for ourself that we forget greatest honor are rewards to community!
- ▶ Use other people's skills!
  - Marketing for example
  - What's good for \_\_\_ is good for \_\_\_!
- ▶ Get partners together on national level!
  - i.e. Dept. of Hlth. w/ Dept. of Transportation
- ▶ Look at What's Worked?
  - Seat belts, tobacco, drinking & driving...
- ▶ Agree on what the Msg. Should Be
- ▶ Keep Big Picture in mind even when developing local programs!
- ▶ Understanding Legislative Process!
  - Affect Policy!
  - Trainings
- ▶ Tie Nat'l. & Local Efforts Together!
  - ties are not Nat'l yet

The "Feedback From the Field" presentation in talk-show format featured individuals from the Hearts N' Parks Magnet Center sites who described the challenges of each of their programs, and offered perspectives on their successes and lessons learned in the first 2 years of the Hearts N' Parks program. They were joined by representatives of State-based obesity coalitions, who provided an update on current activities underway in three different regions of the country.



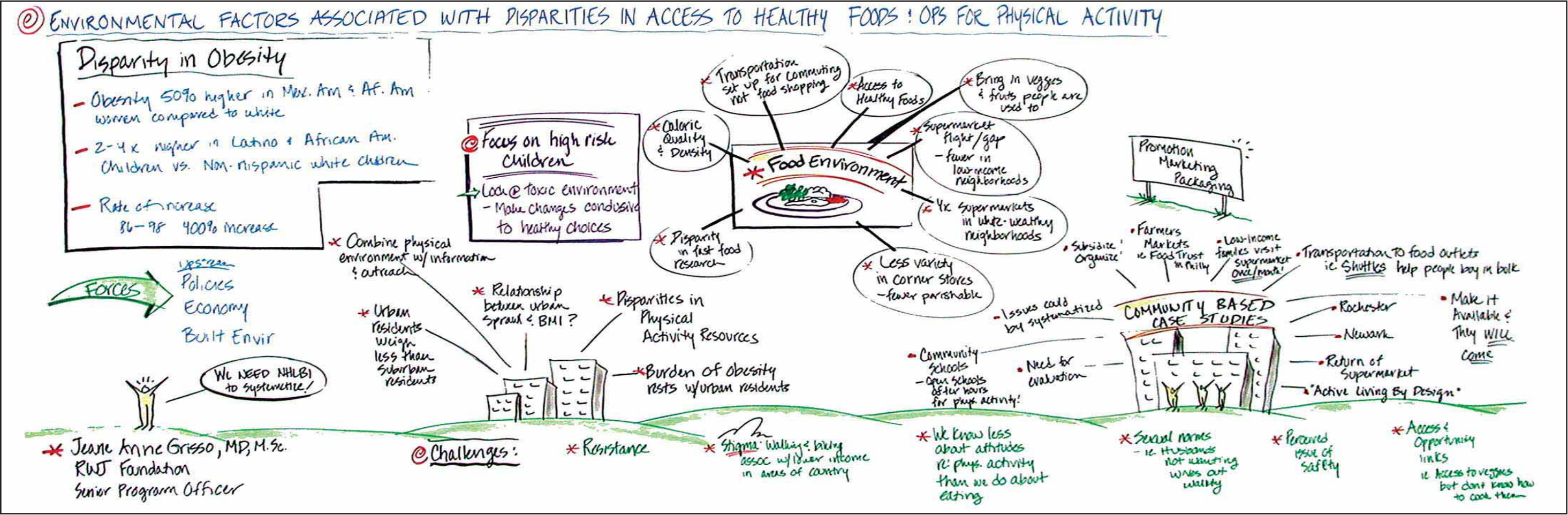
# When Obesity Is More Common Than Not: Developing a Culturally Positive Approach



Dr. Shiriki Kumanyika's presentation, "When Obesity Is More Common Than Not: Developing a Culturally Positive Approach," introduced the "Cultural and Societal Perspectives on Designing the Healthy Weight Community Outreach Initiative" plenary session. The presentation focused on the importance of using positive messages and the importance of considering the influence of core cultural variables and perspectives in the creation of obesity- and overweight-related programs.



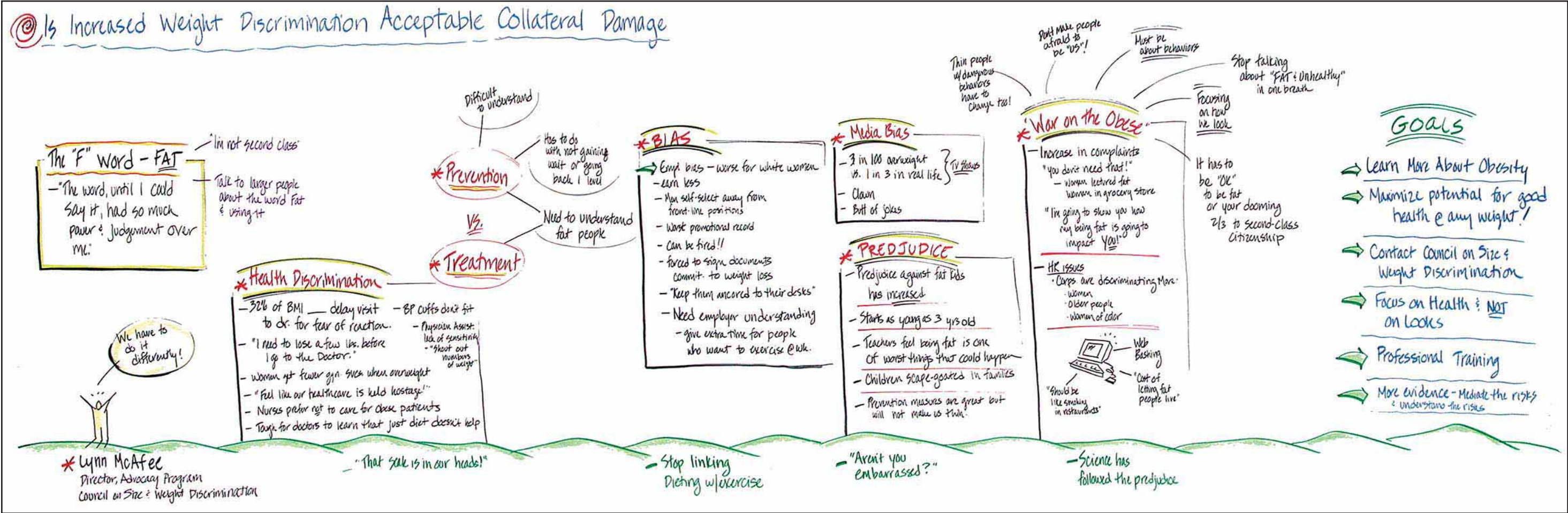
# Environmental Factors: Disparities in Access to Healthy Foods and Active Living



Dr. Jeane Ann Grisso's presentation, "Environmental Factors: Disparities in Access to Healthy Foods and Active Living," summarized how the Robert Wood Johnson Foundation is working to help address America's obesity epidemic by creating activity-friendly communities, promoting physical activity and better nutrition in schools, and researching which policies and programs are most effective in helping families make better choices.



# Is Increased Weight Discrimination Acceptable Collateral Damage in the War on Obesity?



Ms. Lynn McAfee, an advocate for large people, summarized the long history of studies showing subtle and obvious bias against those who are obese in "Is Increased Weight Discrimination Acceptable Collateral Damage in the War on Obesity?"